

LEARNING FROM INCIDENTS
SENSEMAKER® METHODOLOGY

SIMPLE REPORTING,
COMPLEX ANALYSIS

BUILDING A HUMAN SENSOR
NETWORK

The Photography of Tony Quinlan

30.1.13

Waterfall Torrevieja



B Tony Quinlan

Every one of these shots were taken with a Fujifilm Finepix 6900 zoom (picture above).....a few have been tweaked in photoscape. I take my camera everywhere with me to make sure I don't miss a picture and

WHAT WE'RE SKIPPING TODAY ...

Mental health perceptions

Risk and resilience

Non-causal systems

**Innovation in hi-tech
manufacturing
environments**

Cross-silo information sharing

**Identity, Intention,
Intelligence**

**Bangladeshi
latrines**

**The problems of using
measures as targets**

**Building a national
culture of
entrepreneurship**

Lessons learned

**Gender attitudes in
rural Rwanda**

**Family reactions
to bereavement**

Prejudice in Georgia

**The gaming
of Twitter**

Distributed cognition

Exploiting opportunities

**Stereotypes and
archetypes**

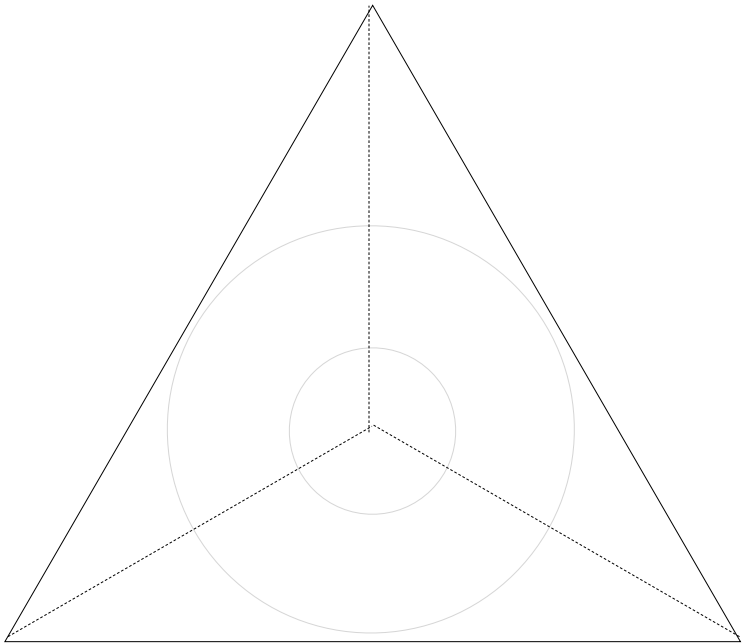
Impact assessment

THE PROCESS

- **Copy the following two triangles - translating into your language**

The lesson in this story applies to the

Present

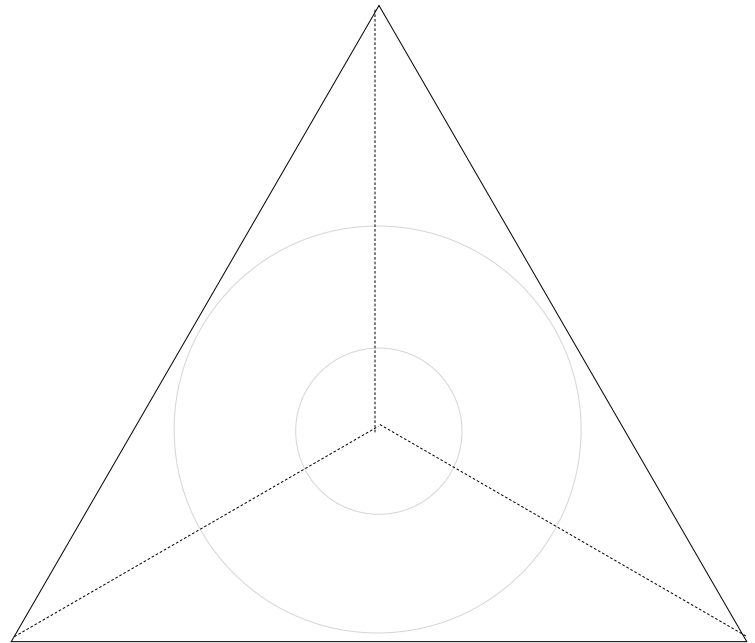


Past

Future

What kind of justice is in your story?

Revenge

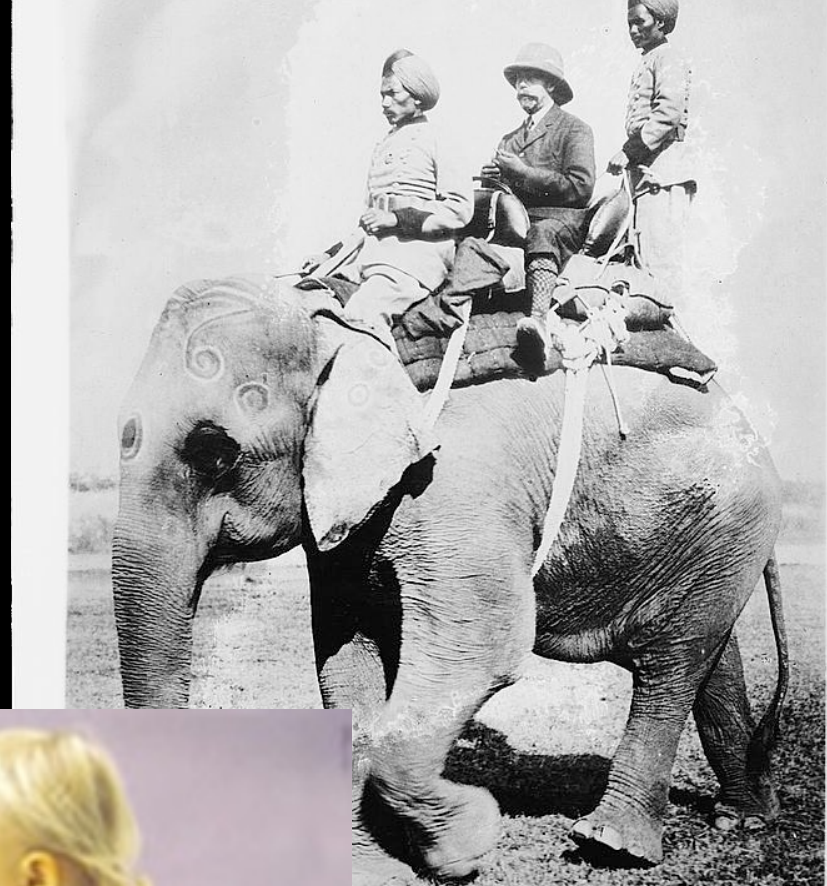


Reconciliation

Deterrence, stopping others

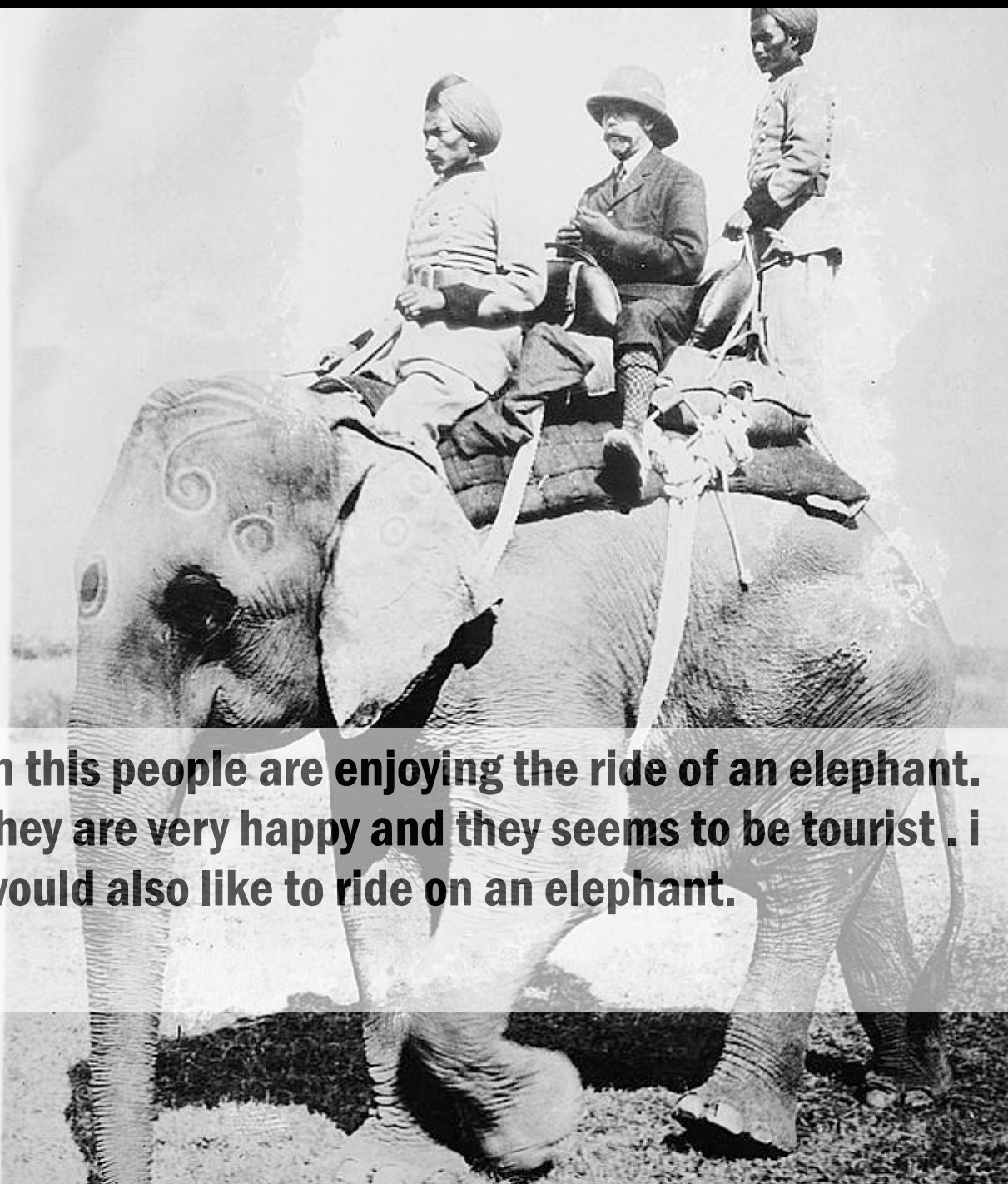
THE PROCESS

- **Copy the following two triangles - translating into your language**
- **Which of the following three pictures strikes you?**
- **Think of the story/fragment that the picture makes you think of**
- **Make a couple of notes of the story**
- **Then, thinking of that story, put a mark on the triangles**

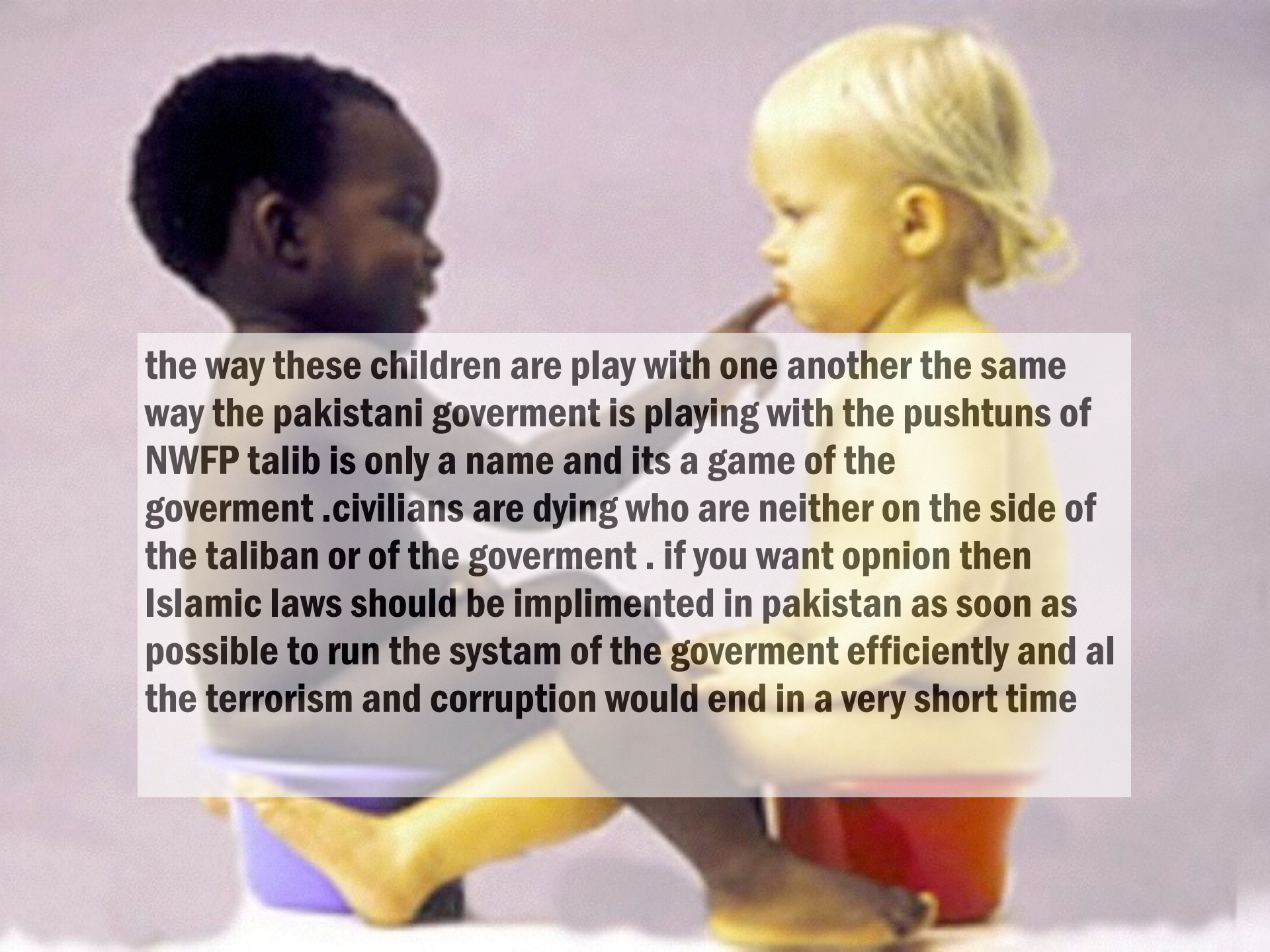


Marceau
la vérité





in this people are enjoying the ride of an elephant. they are very happy and they seems to be tourist . i would also like to ride on an elephant.

A photograph of two young children sitting on the floor, facing each other. The child on the left is Black, and the child on the right is white. They appear to be playing with colorful blocks. The image is slightly blurred, focusing on the interaction between the two children.

the way these children are play with one another the same way the pakistani goverment is playing with the pushtuns of NWFP talib is only a name and its a game of the goverment .civilians are dying who are neither on the side of the taliban or of the goverment . if you want opnion then Islamic laws should be implimented in pakistan as soon as possible to run the systam of the goverment efficiently and al the terrorism and corruption would end in a very short time



this is a girl she is smoking a cigarette and she is in jeans and shirt that's not a good dress for women she seems to be a corrupt woman

this pic shows us a young girl smoking which can be the result of bad gathering or frustration

this girl in the picture is very pretty i would like to marry a girl like this

حمامة الحرية

بتفكرنى بالحرية وهى عبارة عن حمامة الحرية شوفت زيها على النت
ماكنتش بحرك كان مكتوب تحتها حمامة الحرية والحرية يستحقها كل
انسان وهى غريزة فى الانسان والحيوان

What type of justice is shown in your story?

Get your own back, revenge



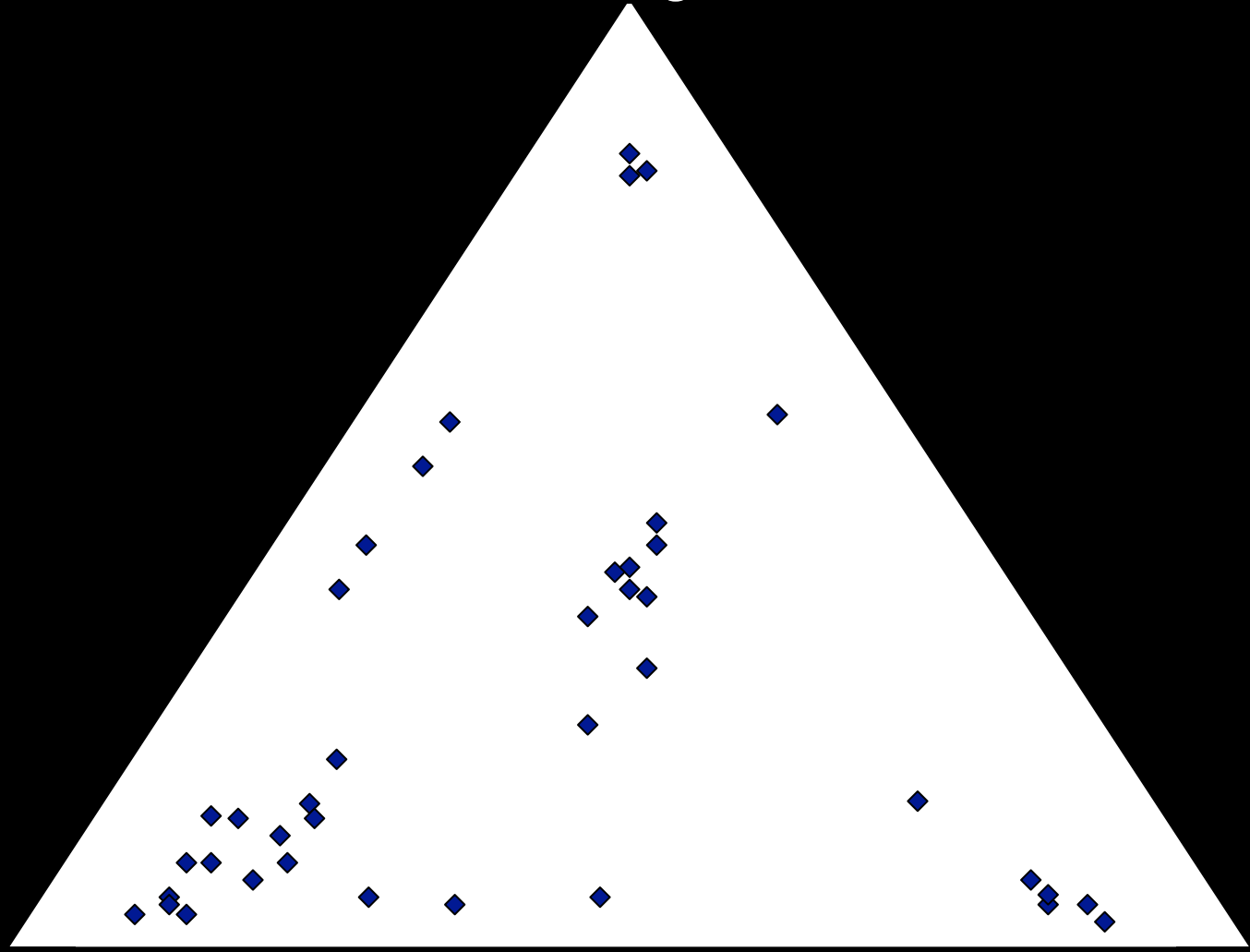
Restorative, reconciling

**Deterrence, stop other
people doing the same**

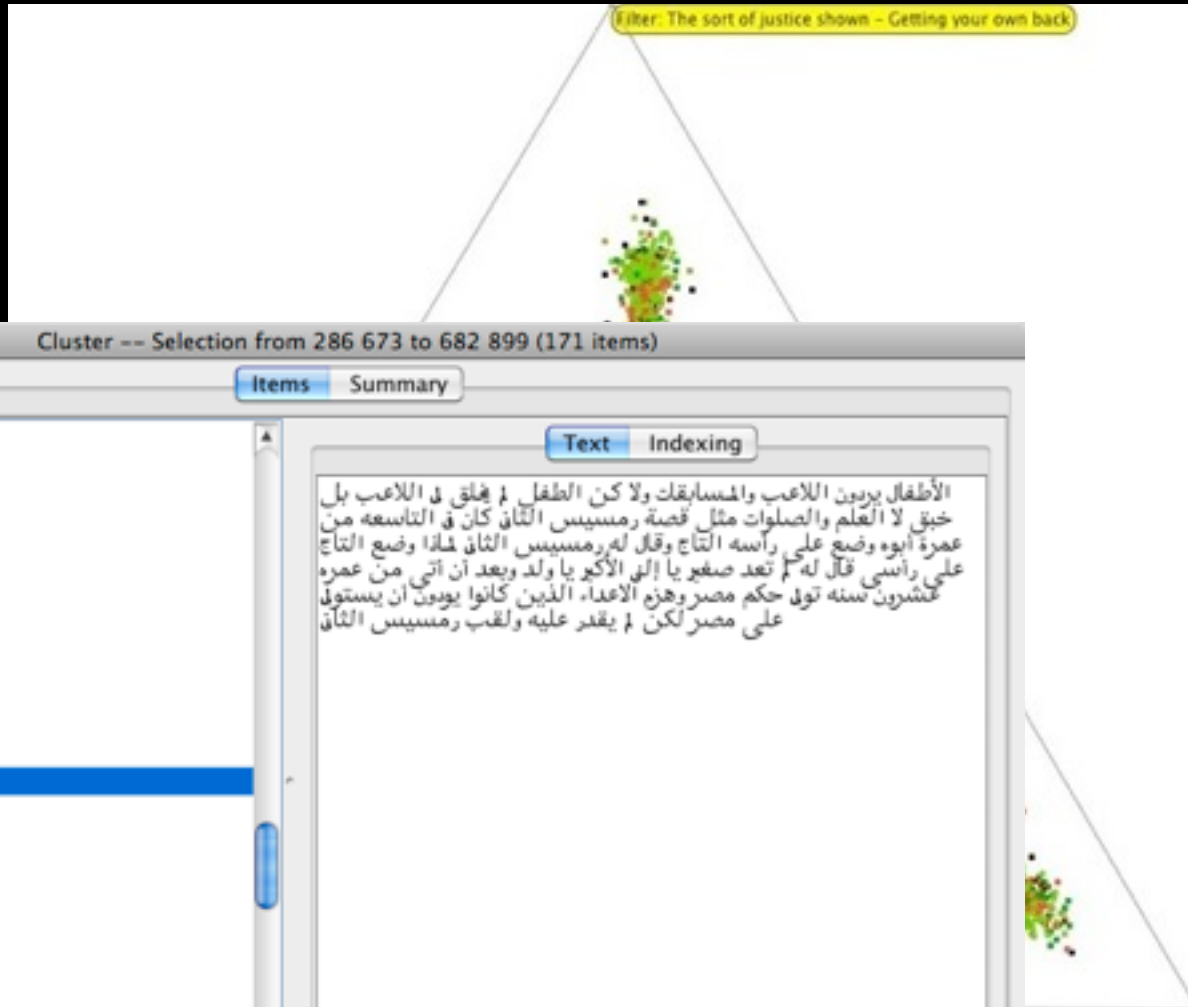
Revenge

Restorative,
reconciling

Deterrence



Revenge



Cluster -- Selection from 286 673 to 682 899 (171 items)

Items Summary

Text Indexing

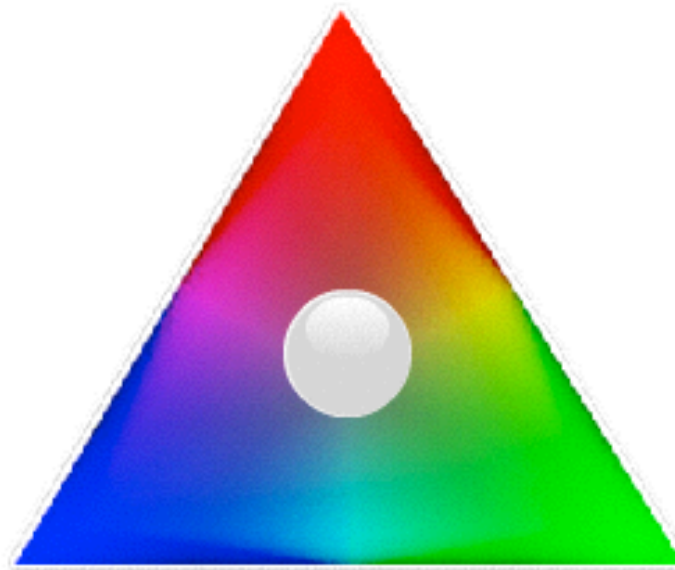
الفرجة
11 مامة السلام
الأنشطة الرياضية
الطائرة يخلق بين الأسطح
NoTitle 472
NoTitle 473
كرة القدم في الشارع
مساعدة المحتاجين 2
مساعدة المريضى
الفرجة 2
البنيت الغلبانه
NoTitle 494
الأطفال صنعوا التاريخ
السوبر ماركت 2
المساعدة والتعاون
المجاعة والمفقر
اخلاق المصريين
كرة القدم 7
رسالة الى صديق
اولاد الشوارع 18
فلسطين 4
اولاد الشوارع 22
الكشافة 6
الاعتذار واجب وحق
ماتش مصر والمزائر 2

الأطفال يربون الالعاب والمسابقات ولا كن الطفل لم يخلق في الالعاب بل
خبق لا العلم والصلوات مثل قصة رمسيس الثاني كان في التاسعه من
عمرة ابوه وضع على رأسه التاج وقال له رمسيس الثاني لماذا وضع التاج
علي رأسي قال له لم تعد صغير يا ابني الأكبر يا ولد وبعد أن أتى من عمره
عشرون سنه تولى حكم مصر وهزم الأعداء الذين كانوا يربون أن يستولى
علي مصر لكن لم يقدر عليه ولقب رمسيس الثاني

Deterrence

Overall what were you satisfied with?

Care and compassion of staff



Professional expertise

***Speed and efficiency
of service***

Overall what were you satisfied

Cluster -- Selection from 660 574 to 466 382 (295 items)

Items Summary

Text Indexing

Great service at Bangor
N/K
3
Happy
N/A 21
3
Words can't describe
Sudden Heart Attack
yet another urinary infection
GP out of hours great
The personal touch
Long Fast
Compassionate care
test 3
no complaints
N/A 22
90
AMBULANCE VERY PROMPT
They're brilliant
HELP!!!
Quick response
test 4
N/A 23
getting relief

"Sick child"
I brought my sick child to A&E because she had high temps and was off her food. We were seen straight away and all procedures were explained to us. X-ray staff were friendly & understood it was difficult to keep my young daughter still. The doctor introduced himself which I thought was polite and made our experience a personal one . The nurses went the extra mile.

expertise

efficiency of service

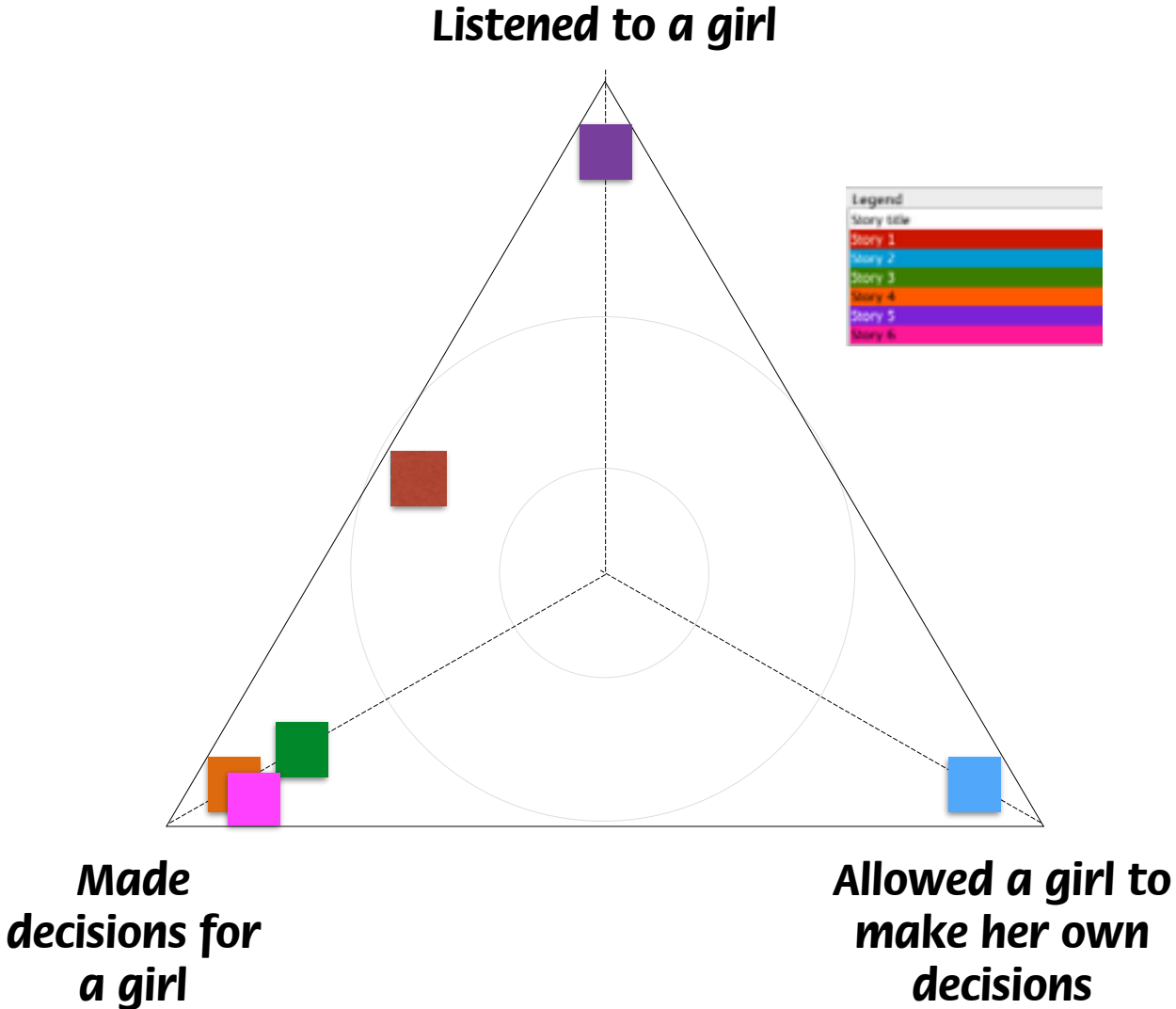
SENSEMAKER FUNDAMENTALS

- **Ethnographic principles**
- **Self-signification of micro-narratives**
- **Emergent sense-making and action development**

THE IDEAS BEHIND NARRATIVE RESEARCH

- **Mass gathering of meaningful material**
- **Minimal hypothesis**
- **Expert interpretation is good place to start, but there are significant pitfalls**

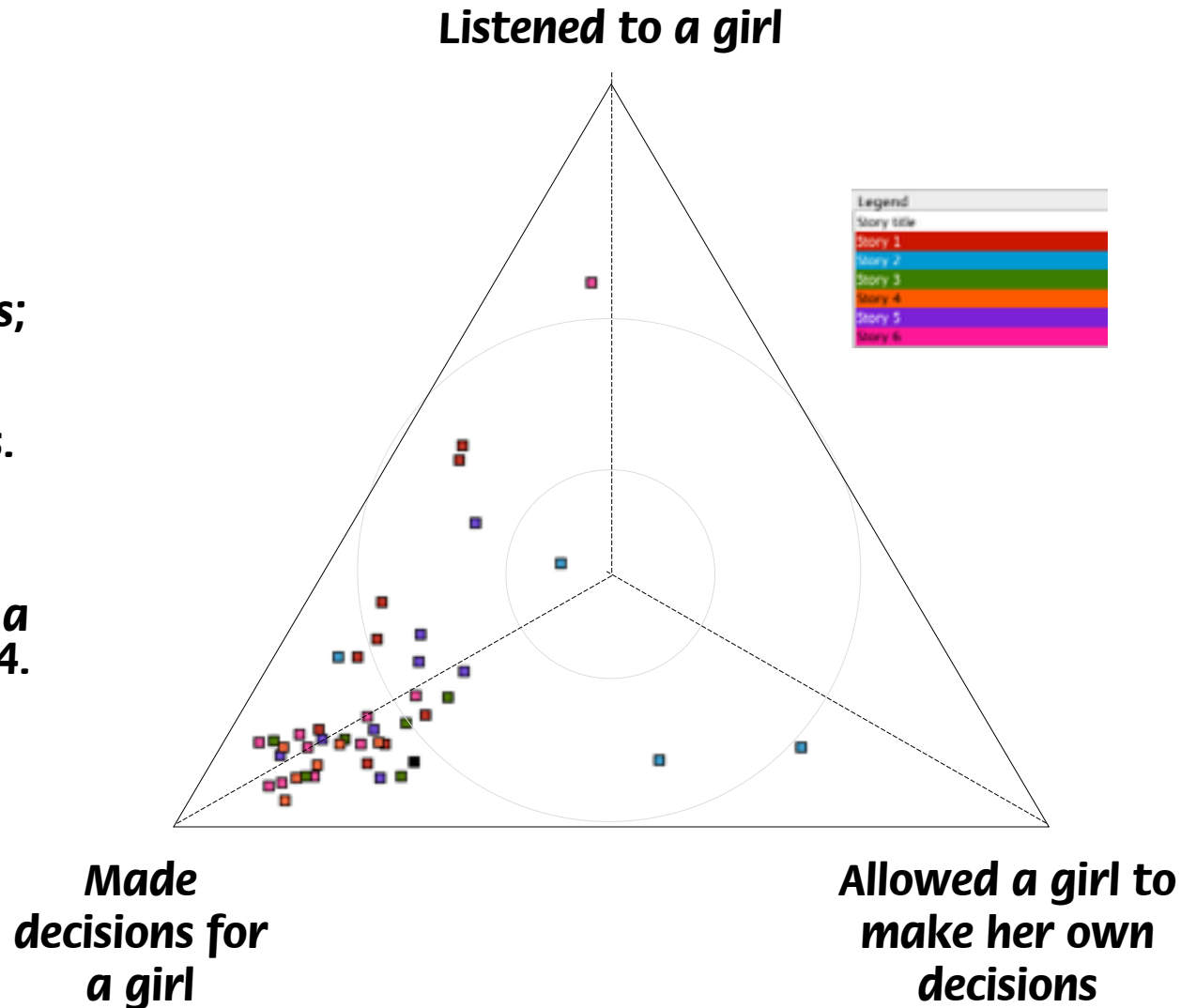
T3 About adults - adults make decisions for girls



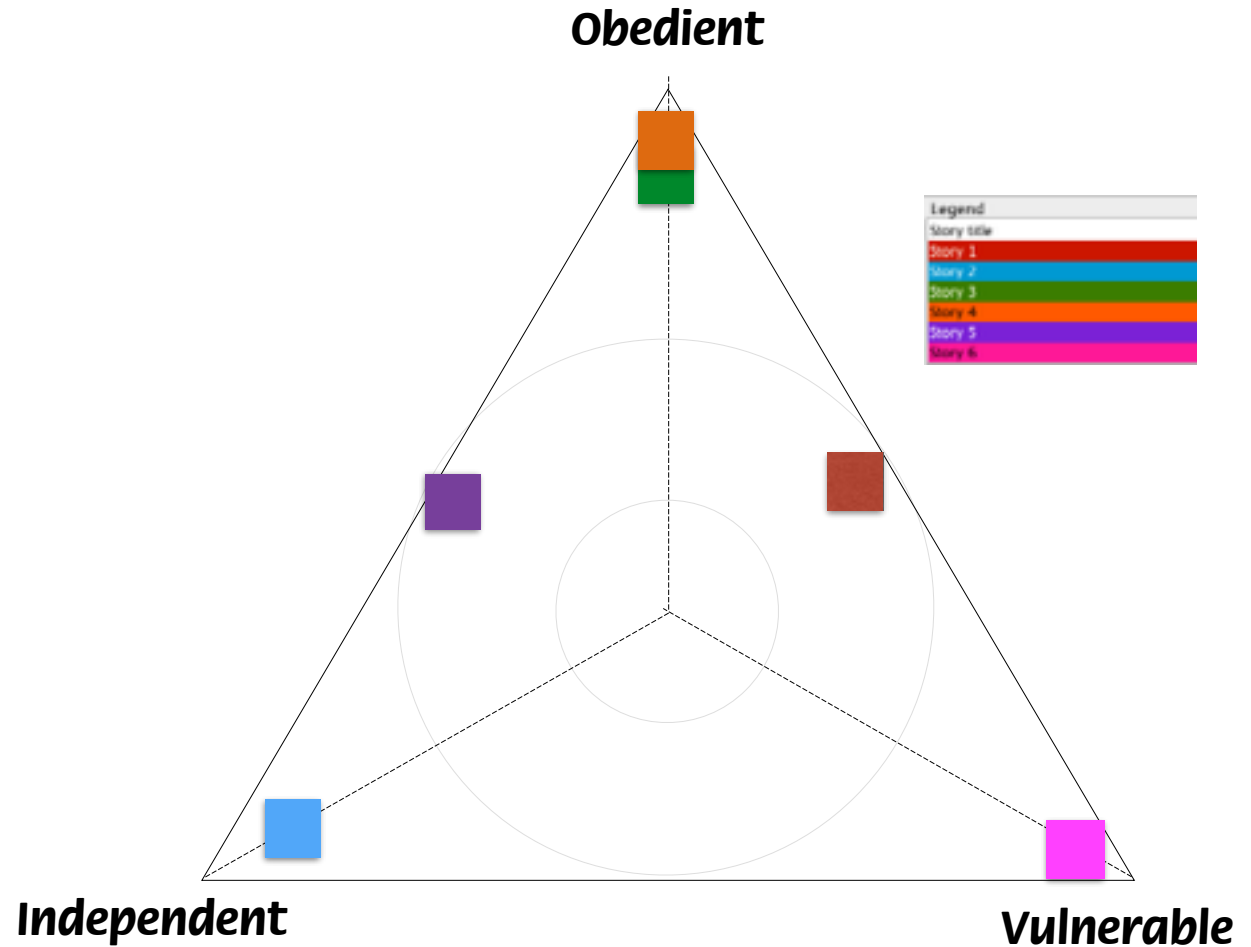
T3 About adults - adults make decisions for girls

In most stories adults made decisions for girls; in a very few stories adults listened to girls while making decisions.

The only example of indexing that suggests that adults listened to a girl is related to Story 4.



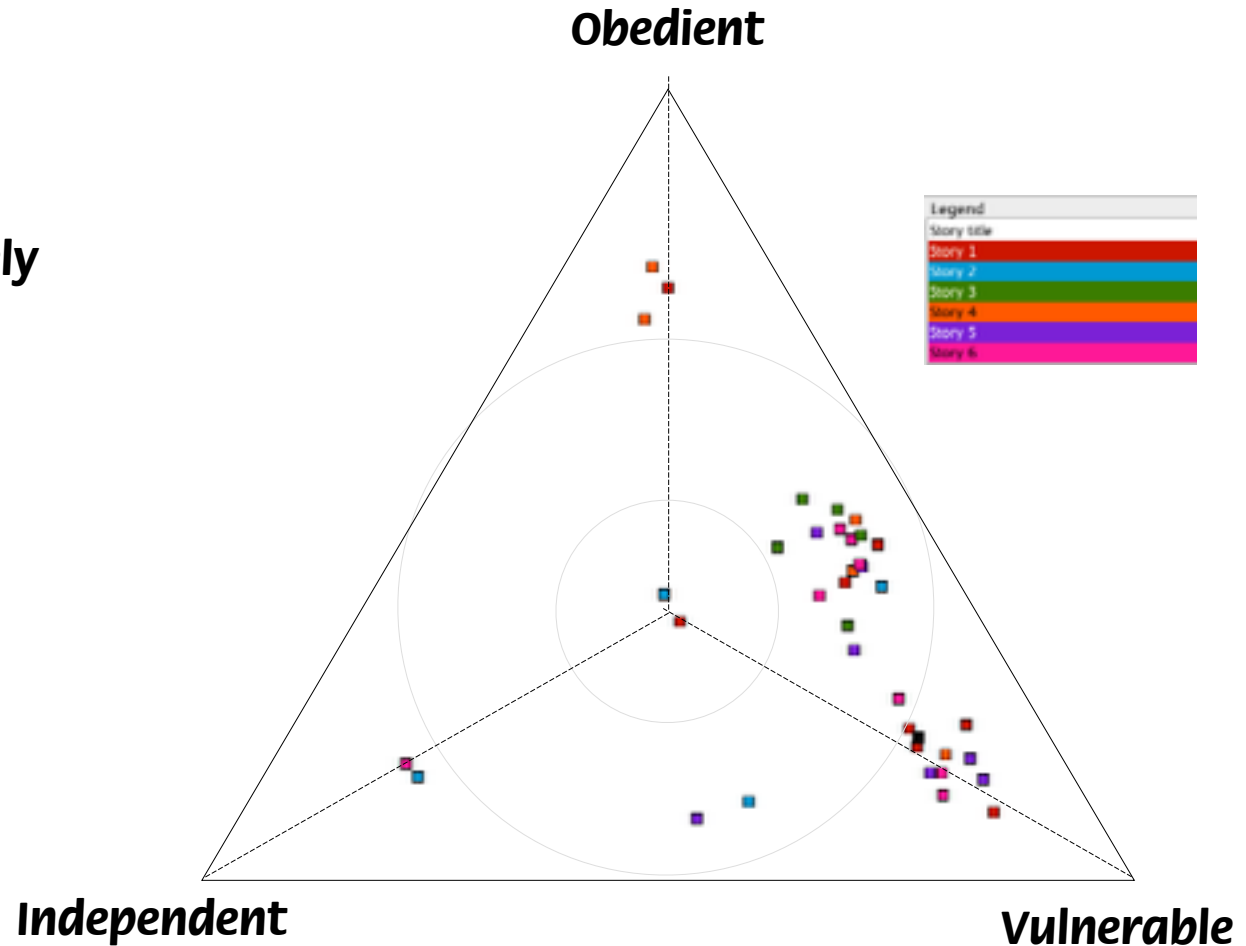
T4 About girl - Mostly indexed toward Obedient and Vulnerable



T4 About girl - Mostly indexed toward Obedient and Vulnerable

The stories were largely indexed to indicate a balance between Obedient and Vulnerable, or Vulnerable

There is one example from Story 2 and one from Story 6 indexed toward Independent

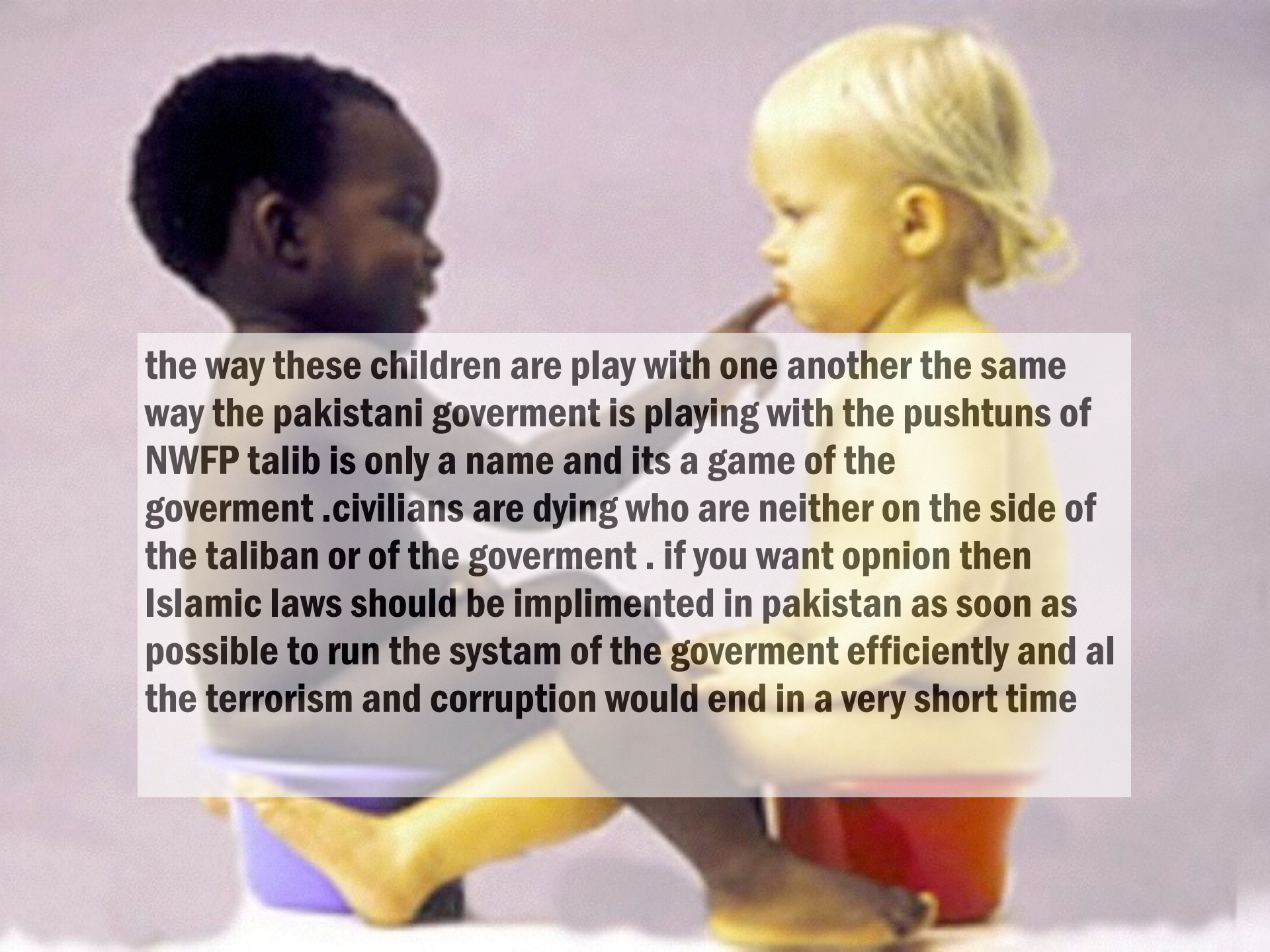


THE IDEAS BEHIND NARRATIVE RESEARCH

- **Mass gathering of meaningful material**
- **Minimal hypothesis**
- **Expert interpretation is good place to start, but there are significant pitfalls**
- **Meaning is not in the content**

**“Red shirt” is an assessment
of life expectancy, not a
statement about fashion**



A photograph of two young children sitting on the floor, facing each other. The child on the left is Black, and the child on the right is white. They appear to be playing with colorful blocks. The image is slightly blurred, focusing on the interaction between the two children.

the way these children are play with one another the same way the pakistani goverment is playing with the pushtuns of NWFP talib is only a name and its a game of the goverment .civilians are dying who are neither on the side of the taliban or of the goverment . if you want opnion then Islamic laws should be implimented in pakistan as soon as possible to run the systam of the goverment efficiently and al the terrorism and corruption would end in a very short time



Design framework

Build and test tools



Collection



Decision-making and reporting

Design framework

Design prompt

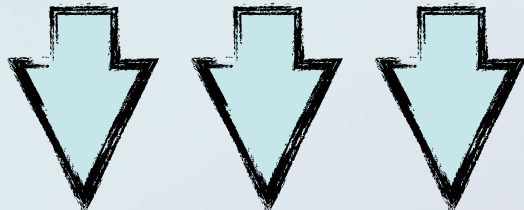
Design triads, etc

Design collection

Build and test tools

Test and translate - paper version

Build and test website, paper and code for iOS/Android app



Collection



WHATEVER MAKES SENSE

Braveness of army

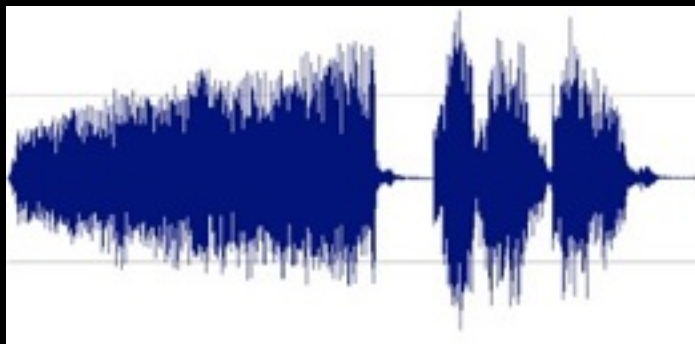
"Army is the foundation of any country. Army save the country from enemies. The army of Pakistan is very brave. They are fighting against Taliban in Swat and its other parts. They get many successes against Taliban and other enemies who want to destabilize Pakistan. But our army is very great who are saving Pakistan from these enemies. At least 200 army officers got Martyrdom for Pakistan."

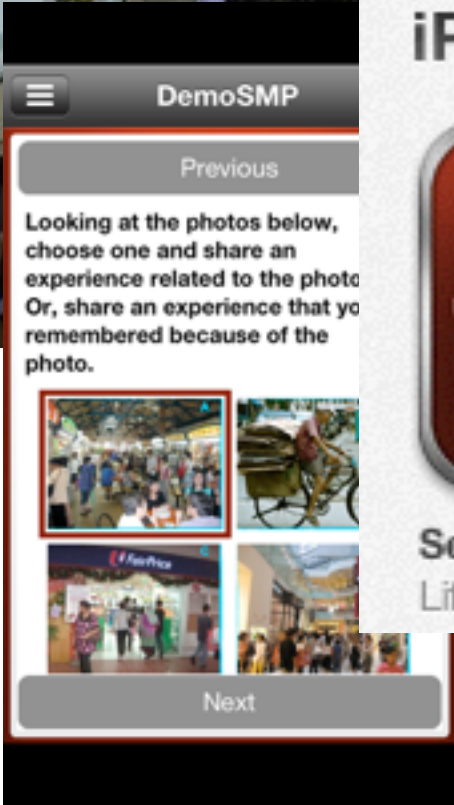
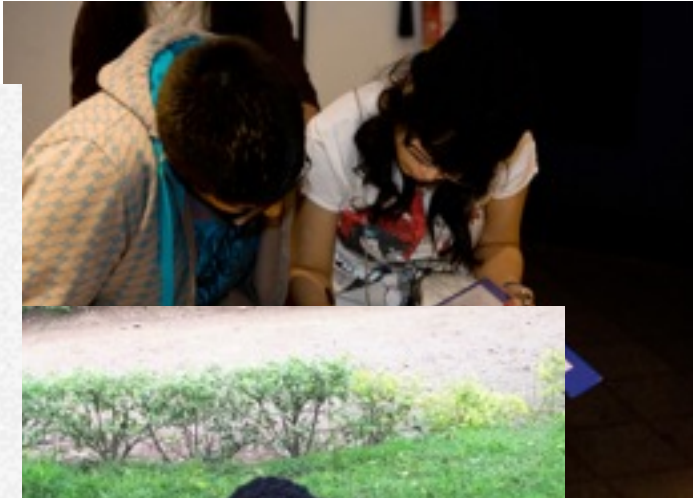
16-17/ Male/ Rawalpindi/ Sunni Muslim/ United Nations

"The moment I realized my race

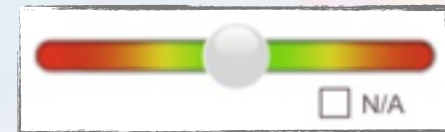
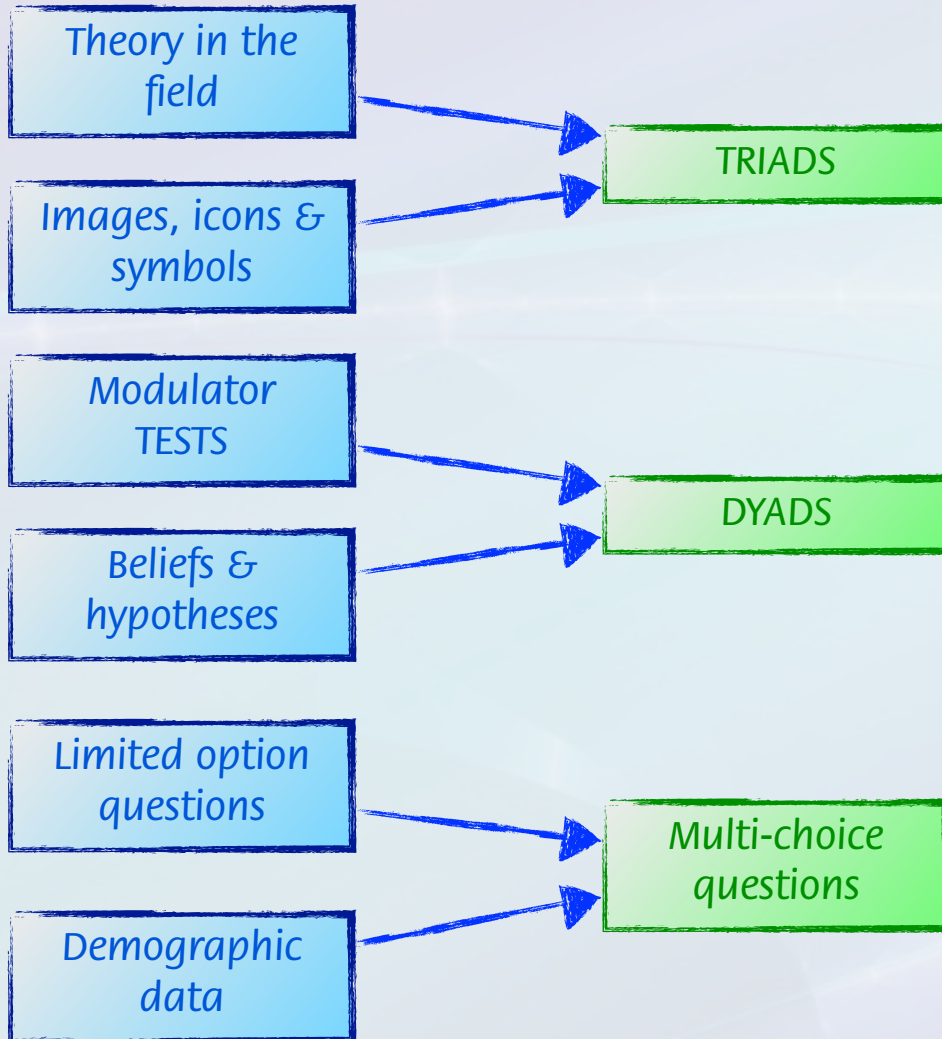
I opened my eyes in this orphanage since I was born. I was waiting for an angel to come and take me as their child. Whenever a couple use to visit this place they took some one else and my eyes kept on waiting till today. But some thing strange happened today I was sitting with my only friend left and a couple came they my eyes started to glitter with hope. But again my fait disappointed me and the only question I was left with was that why? Always it happens to me and suddenly my eyes went over the mirror on the side wall and the only answer I got was that my friend was a white and I was a black, he belonged to a superior race."

lren on potties





Designing signifiers



In addition we collect the story NAME, key words and free text fields

There are a growing body of signifier libraries that can be modified

This speaker had...

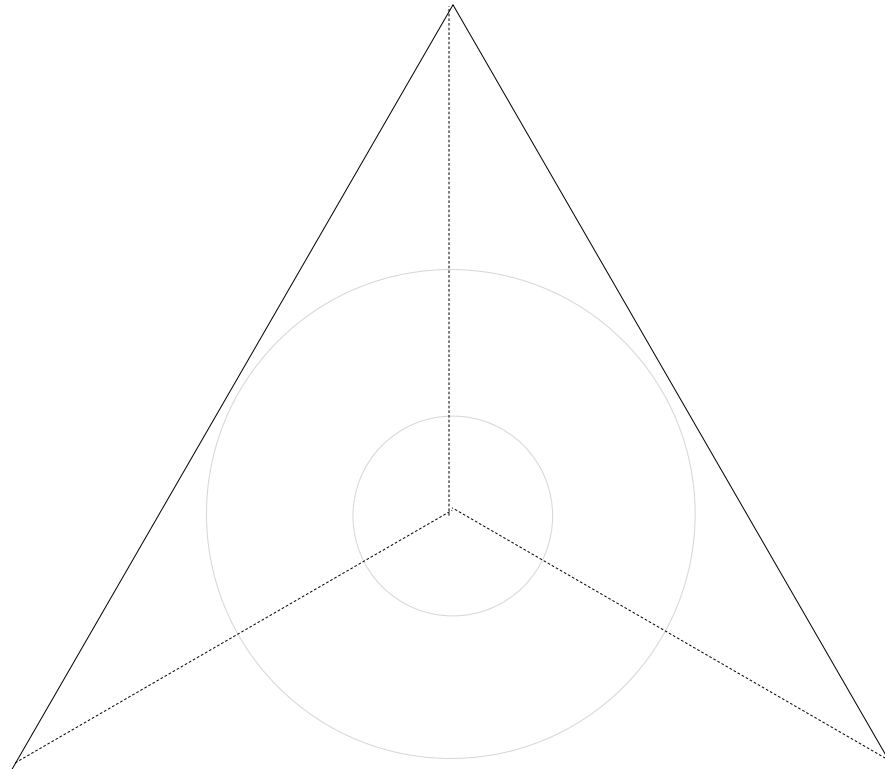
**Poor presentation
skills**



**Excellent
presentation skills**

This speaker`s strengths were...

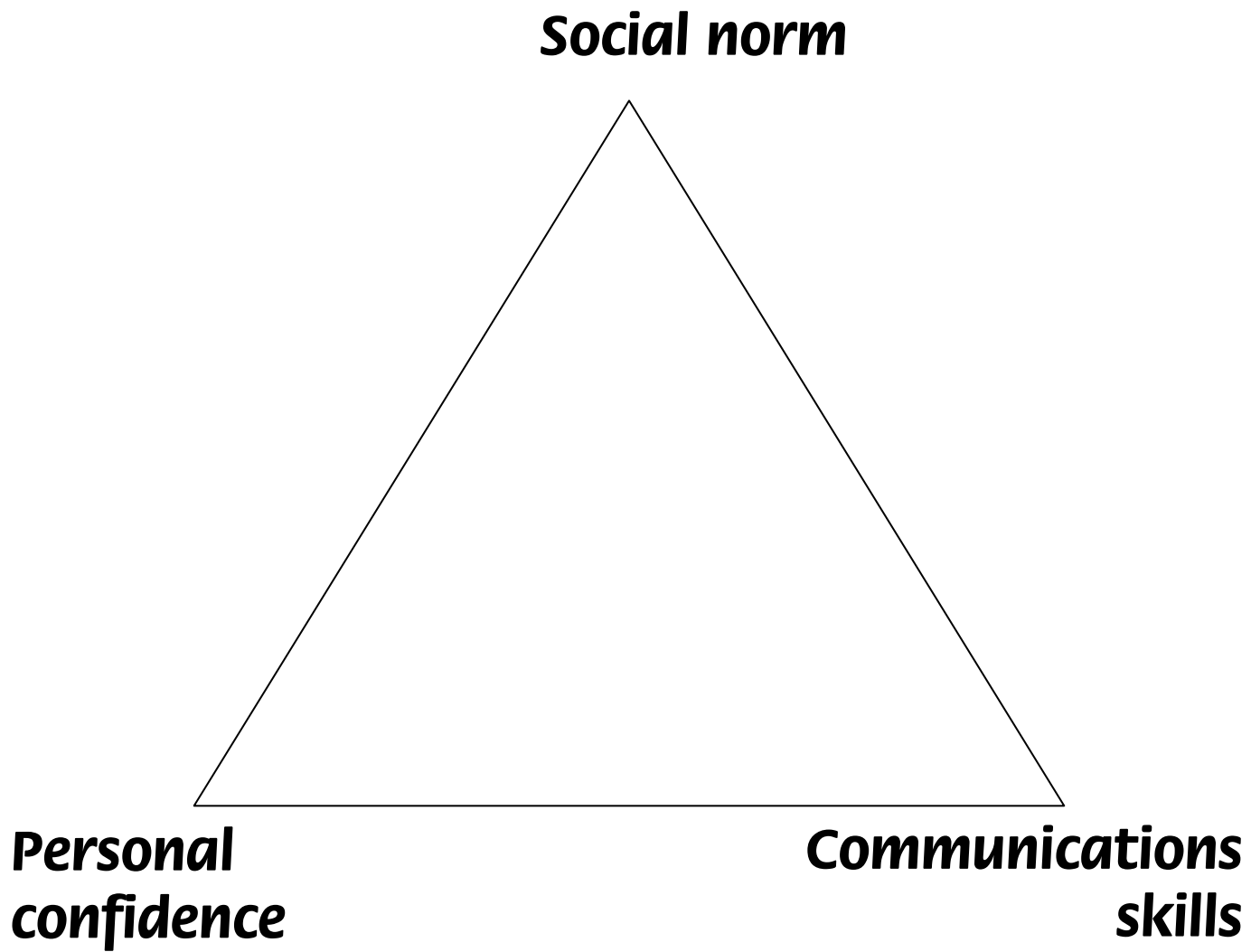
Relevant information



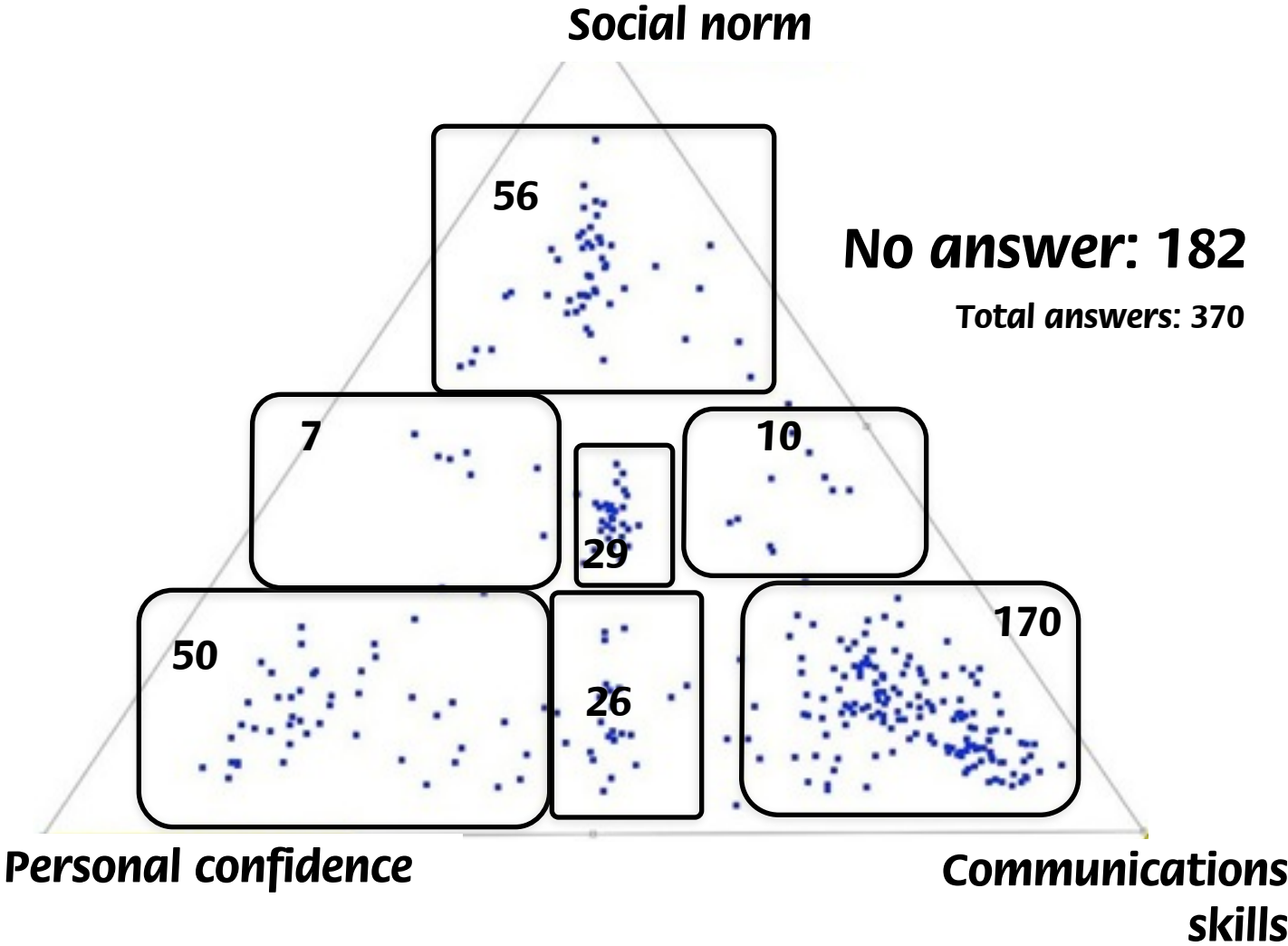
Clear message

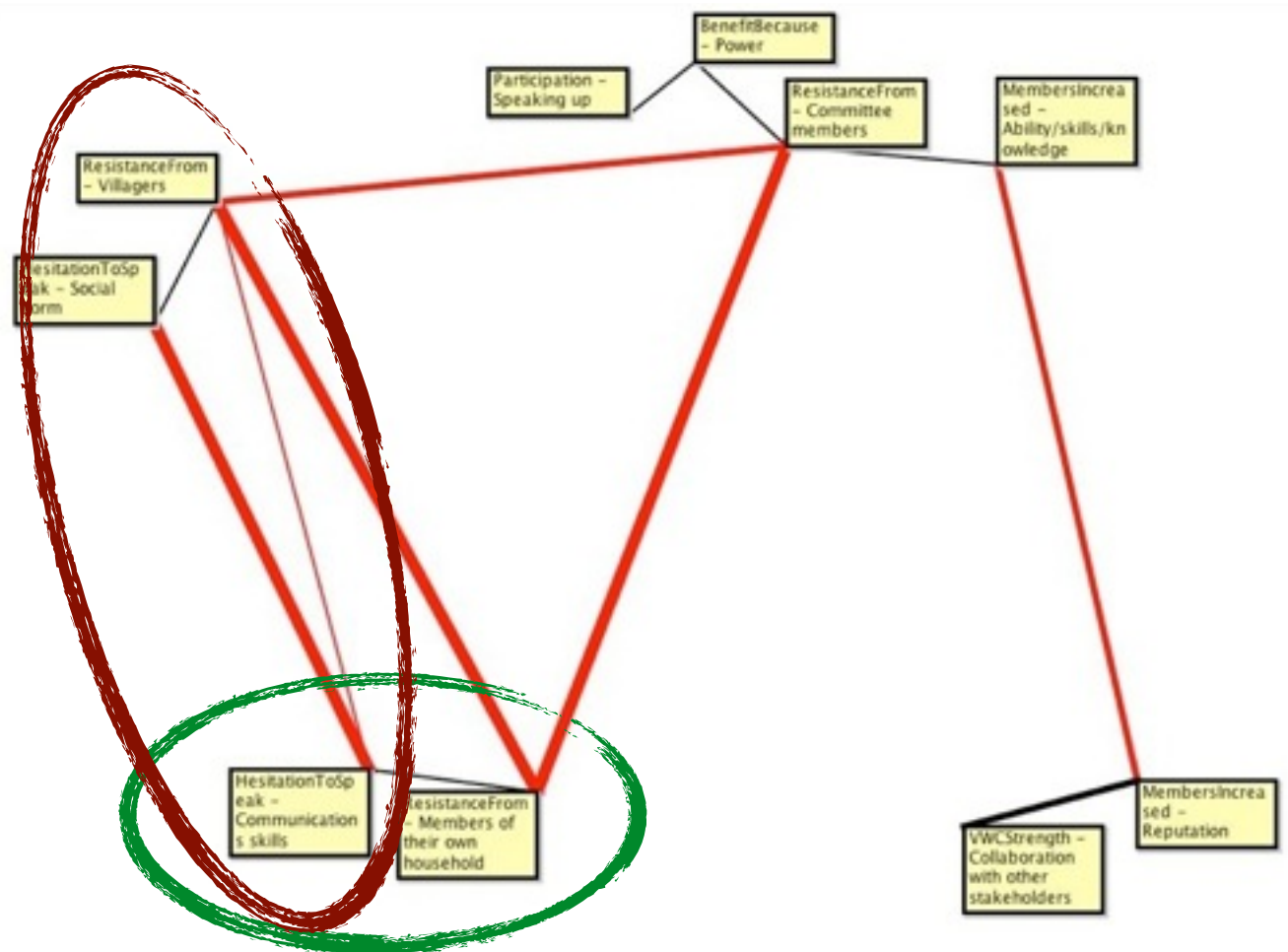
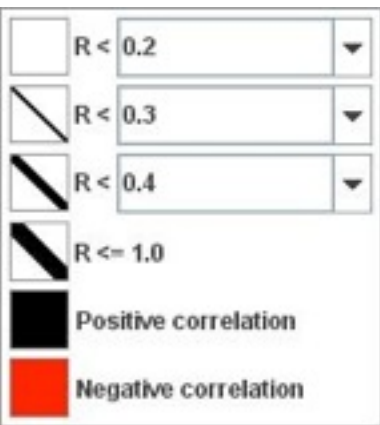
Good presentation skills

In the story, why might people hesitate to speak up?



In the story, why might people hesitate to speak up?

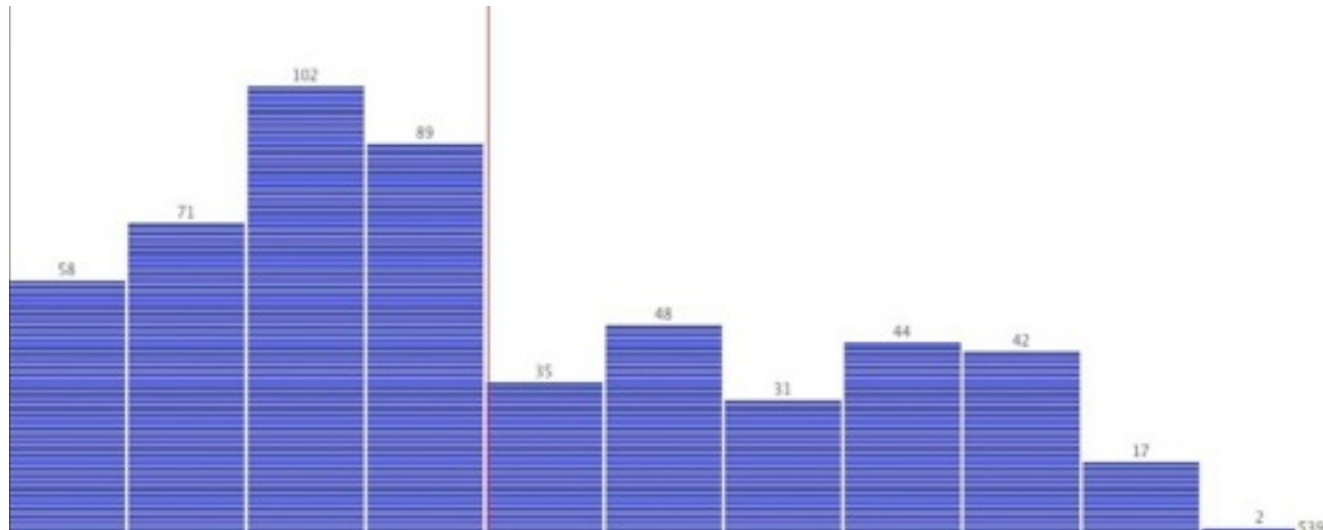




Communication skills problems is associated with resistance from within the household, but negatively with resistance from other villagers.

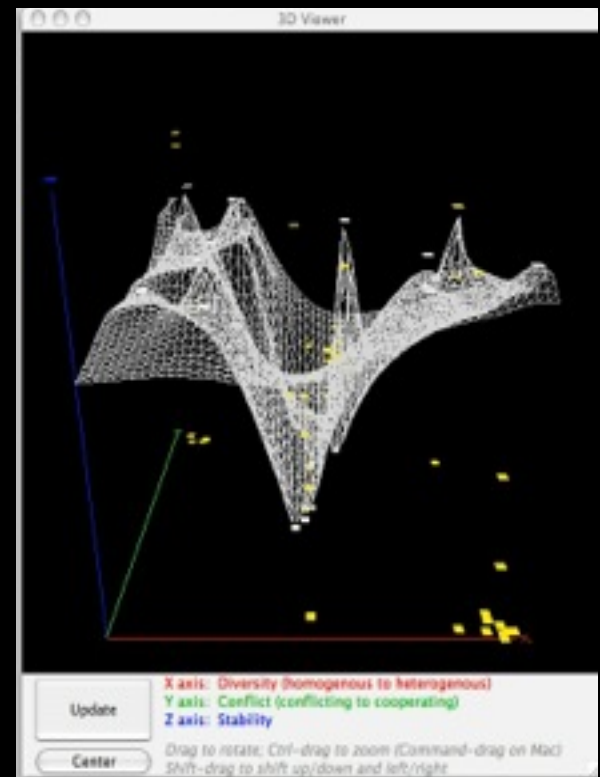
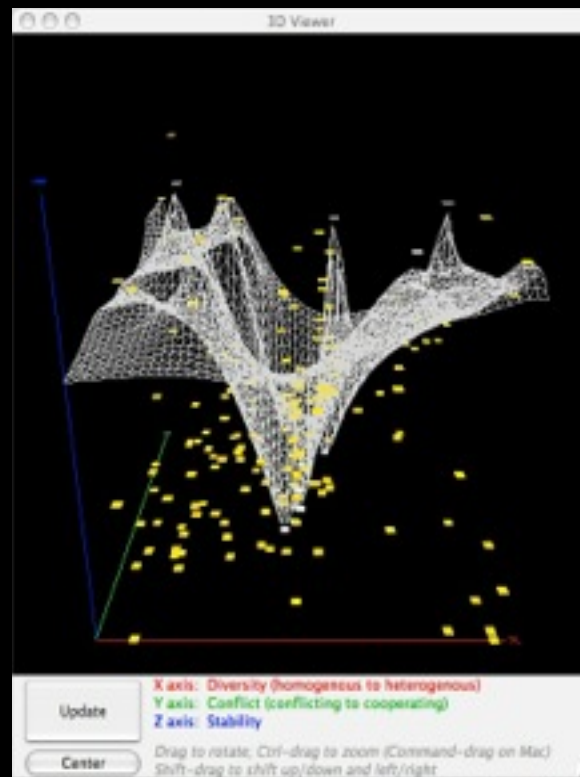
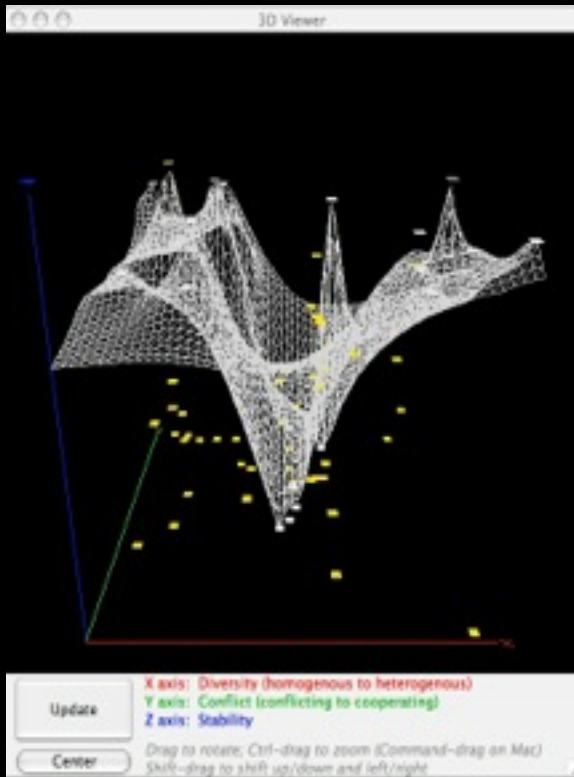
In the story, the village had

**Far too few
hygienic
latrines**



**Far too many
hygienic
latrines**

MAPPING DISPOSITIONS



- **Building a human sensor network for generic purpose**
- **Available for triggering in specific situations**
- **Use then to develop actions without disclosing the problem**
 - **“More examples like these, fewer like those”**

Download “SenseMaker” app:
Activity code to explore: **PRIMEText**



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